

Airlines Industry: British Airway's Way

Airlines industry players are developing marketing strategies to develop long-term relationship with customers

The competition of airlines industry is forcing players to attract customers with their marketing strategies. British Airways has taken an innovative way of building customer relationships by connecting passengers with business and pleasure opportunities around the world. It wants its passengers to exploit business and pleasure opportunities upwelling across the world and develop sustainable business relationships for their growth and pleasure. It has persuaded passengers with TV ad campaign consisting of 9 TV spots explaining about global business events which are taking place across the world such as Lakme Fashion Week in Mumbai, India, Canton Fair in Guangzhou, China, Carnival in Venice, and the Las Vegas Rodeo in Las Vegas etc.

Airline industry is defined as the design, manufacture, use, or operation of aircraft; the term aircraft refers to any vehicle capable of flight. An airline is a company that provides air transport services for traveling passengers and freight. Airlines lease or own their aircraft with which to supply these services and may form partnerships or alliances with other airlines for mutual benefit.

The marketing communications through TV ads are designed to show the multiple opportunities existing around the world right now. Out of 9 TV spots, 8 targeted UK passenger and 1 targeted US market. The first TV spot highlighted the launch of the Lakme Fashion Week in Mumbai that portrays the possibilities one can exploit by visiting India during Fashion Week. A voiceover in the ad says “right now somewhere in the world is a great business opportunity. And no one can fly you to Oregon direct from the UK than British Airways”. Other TV spots highlight other events taking place at several destinations across globe.



The integrated marketing communications are designed to steer people to BA's website which is updated with content and advice consumers to leverage the opportunity available for business and pleasure across the world. The campaign included print, cinema and radio commercials but avoided outdoor promotions which do not allow for frequent updates and alterations.

British Airways has developed a customer recognition program 'Know Me' to collect data of customer experience and translate that into meaningful service. The customer data enable crew member to greet the important passengers and personalize the service in the next trip. The purpose is to recreate the feeling of recognition one gets in a restaurant while one is welcomed.

Topics Covered	Course
Airlines Industry: The development of a concept: Unit 1.6	Marketing Management

Sources:

- Faheem H, Yadav N and Purkayastha (2009), *British Airways' Advertising Campaign in the UK*, IBS Center for Management Research, www.icmrindia.org
- <http://enterpriseinnovation.net/article/british-airways-launches-customer-recognition-program> (2012)